



Ohio Association of Collegiate Registrars and Admissions Officers

Board of Directors Meeting

September 13, 2019
The Ohio State University

Attendees: Justin Weimer, Bob Bulow, Chris Dorsten, Sun Jamerson, Aftan Dewese, Sue Shepherd, Beth DaLonzo, Dan Kall

Guests: Jayme Arnett, Molly McDermott-Fallon, Heather Pritchard

Sue called the meeting to order at 10:04am.

- Welcome to current and soon-to-be Board members.
- Approval of July and August Board meeting minutes.
 - Motion to review meeting minutes made by Sue, seconded by Beth.
Unanimous approval of July and August minutes.

LAC Update:

- Slightly concerned with registration numbers; only one Thursday-only registrant. Sitting at 78 full conference registrants.
- Salt Fork will still honor room rate.
- Across all registration, not as many people signed-up for pre-conference activities; workshops; pizza party.
- Not many admissions-related members attending the conference; not many new members at all, either.
 - Noticed an error in the conference registration form that did not ask if a registrant was a new member and/or first-time attendee.
- Discussion surrounding the timing of the conference in relation to not working for admissions staff; and what possible considerations to make in relation to trying to boost attendance.
- When the state park contract expires, it might be time to reevaluate to see if it's worthwhile to do a city hotel again.
 - Although you may miss hotel rooms booked, it seems that the last 2 years of conferences at the state parks, we are still operating at a loss due to significant cost increases for food.
- One of the barriers may be the location of Salt Fork – which is in the middle of nowhere and there is not much to do in the surrounding area resulting in less of a draw; and it is a drive for the majority of the state.
- May need to look into the city hotel options to really assess the feasibility of it, and make a comparison to the state parks and our costs.

- One blocker may be the conference registration costs, so may consider the full conference registration price, and consider raising the membership due costs / focus collecting those to increase revenue.
- Between now and conference, attempt to send messaging to the membership twice a week from different people to improve conference registration numbers.
- Should we reconsider the possibility of cancelling sessions based if a presenter is driving in to give a session and is not staying – don't want to waste their time if they're not staying and to try to fill in other sessions.
 - Dependent on how conference registration evolves.
- May be a good idea to email the voting members to encourage them to remind folks to register for the conference to boost conference registrations.
 - Also would be good for individual Board members to email friends across the state to check-in to make sure they're attending.
- What overall barriers are there?
 - Registration issues of having to log in to register and not knowing your POC for creating an account.
 - Location of the conference – maybe consider repeating annually at Deer Creek due to central location and it being just outside of Columbus enough to capture those people.
 - Issue of this would be the conference would be stale if we didn't alternate locations, thus also may cause a decrease of attendance.
- Molly needs a list of rooms for Wednesday, due to time parameters for switching the ballroom spaces that may be used for the opening speaker.
- Conference registration costs:
 - Revisit this topic to fully evaluate the actual cost from an OACRAO perspective to pay per person to attend; but overall we need to be careful of these price tweaks to see what this is going to net additional attendance versus the overall cost loss that it would affect OACRAO.
- A Town Hall topic could be a conversation around the low conference registration numbers and/or a perfect time to provide a quick poll/survey while we're there so we can compile the data immediately.
- New member / President's reception – Sue prefers for it to be outside to avoid being cramped with the vendors.
- Bags are in, along with the tumblers.
- Michelle Rable has stepped up huge for assisting with exhibitors.
- Entertainment Committee has fizzled, so there is no committee; only one person for Tech Committee.
- Carol/Molly are arriving onsite on Monday night.
- Salt Fork has room setup for Board meeting on Tuesday, which will be pushed back to 1:30pm with lunch still provided.
- Snacks will be provided at paint party on Tuesday.
- Scholarship committee may try to do something non-alcohol related away from the wine grab.
- Voting card conversation:
 - No cards will be provided, but registration notation will be made on name cards to say you're a voting member.

- Town Hall:
 - Beth will do by-laws; intro to Tina and Tina will talk.
 - There will be an opportunity to earmark the staff position, importance of it and budget implications.
 - This would be a good time to have a conversation about location conference registration and explanation of why state parks and/or possibility of revisiting locations.
- We will no longer close off registration prior to the conference and will leave it open the whole time; but remove the ability to invoice for the conference registration to force payment for credit cards only a week before the conference.
- By-laws:
 - Beth has official committee report that she is providing to the Board.
 - Reviewed proposes changes and made suggested edits.
 - Conversation surrounding the wording of the extended membership to those who are undergoing a job loss/search process.
 - Will maintain the 90-day and one-year pieces.
 - Worked through language changes for committee/task force.
 - Motion to review changes made by Sue, seconded by Aftan. No discussion. Unanimous approval.

MemberClicks:

- Bob's summary of who does what thus far to really focus on what makes sense for who to keep what and/or who to do what moving forward:
 - Bob will compile this more in-depth prior to October meeting so we can further discuss and ensure the correct tasks are handed off to the correct people.
 - Normal web updates = Webmaster
 - Password resets = Webmaster or VP Membership
 - Creating forms = Webmaster
 - Reviewing and approving forms = Person responsible for event
 - Reports of event registrations = Person responsible for event
 - Adjusting event registrations = Person responsible for event with consultation of treasurer
 - Making fee adjustments, reimbursements, etc. for registrations = Treasurer
 - Providing copies of invoices to registrants = Treasurer
 - Member account updates other than PW resets = VP membership
 - Maintain admin user access in MemberClicks = Webmaster
 - Updating invoices when payments are received = Treasurer

Board Report:

President – Sue Shepherd:

- No applicants for the part-time role.
- OSI Update:
 - Mohican booked first week of August 2020 – Aug. 5-7, 2020.
 - Deposit is paid.

- Will need to discuss about free conference registrations; and will promote at conference as a save-the-date.
- Brought up the point to evaluate doing a second-level OSI for more experienced individuals in the profession – consensus is table due to low participation the first time this was offered.

Past-President – Beth DaLonzo:

- Fiscal committee email will be sent out to coordinate meeting at conference.
- Will send potential names to Sue for future award winners for next year.

The group broke for lunch at 12:32pm.

The group reconvened at 1:55pm.

President-Elect – Chris Dorsten:

- Working on building the next budget for the conference business meeting. Will send it out to the Board to get everyone's feedback.
- The Board retreat will be Nov. 17-19, 2019.
- Feedback – is there anything to do at the Board retreat differently?
 - Send suggestions to Chris.
 - Something to think about beforehand would be goals of things you want to accomplish in that year.
 - Look at who our members are; possible reengagement of outreach to Ohio schools to make sure awareness of OACRAO exists, benefits of participating; webinars.
- Chris will also work on a save-the-date for the next conference; and announcement of the LAC co-chairs.

Vice President, Program – Bob Bulow:

- Schedule for sessions is set – it has been published (without rooms) on the website.
- Will be reaching out to presenters to get registered, and hope no one backs out. No real back up presentations in the event someone backs out.
- Chris has to have the program by September 25 to David for printing.

Vice President, Workshops – Dan Kall:

- Krissta will be doing the pre-conference workshop on data by herself – Rob is no longer able to present.
- Logistics are all set for pre-conference workshops.
- Residency workshop date is already scheduled for next year; will hold off on staff development until after the retreat.
- Sue – at what point do we say we'll cancel the pre-conference workshops due to low numbers.
 - Attendance number of eight is the threshold for cancelling.
 - Bob will send a reminder email to those who received a pre-conference workshop code.

Treasurer – Aftan Dewese:

- Plaques are all ordered from Grace.

Secretary – Justin Weimer:

- Reminder – if there is any interest from anyone you know to be newsletter editor, please send their information to Justin.

Vice President, Membership – Sun Jamerson:

- Have not had the membership/mentoring meeting, yet.
 - Mentor request should go out next week, with response by September 23 to respond.
- As a committee, decided to do something differently for everyone (new members and new attendees), and are working on determining what that may be.
- Session idea needs finalized – thinking of doing the same thing as last year.
 - Reminder - Wednesday last session time commitment for all current Board members for this session.

Sue motioned to adjourn the meeting; seconded by Bob. The meeting ended at 2:35pm.

Next meeting: October 8, 2019 at Salt Fork Lodge and Conference Center